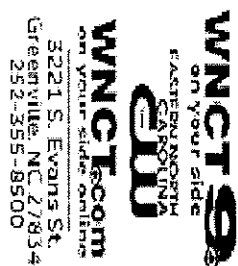


## CONTRACT



**WNCT**  
3221 South Evans Street  
Greenville, NC 27834  
(252) 355-8542

**WNCT.com**  
3221 S. Evans St.  
Greenville, NC 27834  
252-355-8500

And:

**Strategic Media Placement**  
7669 Stagers Loop  
Delaware, OH 43015  
USA

<b>Contract / Revision</b> 874537 / 4		<b>Alt Order #</b> 25183163
<b>Product</b> MCCROY 2016 GOV		
<b>Contract Dates</b> 10/24/16 - 10/30/16	<b>Estimate #</b> 4507	
<b>Advertiser</b> POL/Pat McCrory for Governor	<b>Original Date / Revision</b> 06/07/16 / 10/20/16	
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WNCT	<b>Account Executive</b> Katz Washington	<b>Sales Office</b> Katz/Washingto
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>Agency Code</b>	<b>Advertiser Code</b>	<b>Product 1/2</b>
<b>Agency Ref</b> IN9370/IN11002/IN141	<b>Advertiser Ref</b>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	WNCT	10/30/16	10/30/16	Local News Su 7-8a	7-8a		:30				NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S				1	\$15.00				
D 2	WNCT	10/30/16	10/30/16	CBS Sunday Morning	9a-1030a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S				1	\$50.00				
E 3	WNCT	10/30/16	10/30/16	Face the Nation	1030A-1130A		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S				1	\$50.00				
E 4	WNCT	10/24/16	10/28/16	Local News @ 12p	12p-1230p		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	MTWTF--				5	\$75.00				
E 5	WNCT	10/24/16	10/28/16	Local News @ 530p	530p-6p		:30				NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	MTWTF--				5	\$70.00				
E 6	WNCT	10/24/16	10/28/16	Local News @ 6p	6p-630p		:30				NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/24/16	10/30/16	MTWTF--				5	\$70.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**WNCN**  
 EASTERN NORTH CAROLINA  
 3221 South Evans Street  
 Greenville, NC 27834  
 (252) 355-8542  
 3221 S. Evans St.  
 Greenville, NC 27834  
 252-355-8500

Contract / Revision	Alt Order #
874537 / 4	25183163

Contract Dates	Product	Estimate #
10/24/16 - 10/30/16	MCCROY 2016 GOV	4507

Advertiser	Original Date / Revision
POL/Pat McCrory for Gov	06/07/16 / 10/20/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<b>Week: 10/24/16 - 10/30/16 MTWTF--</b>													
7	WNCN	10/24/16	10/28/16	Entertainment Tonight	7p-730p		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	MTWTF--	5	\$125.00							
<b>Week: 10/24/16 - 10/30/16 MTWTF--</b>													
8	WNCN	10/24/16	10/28/16	Family Feud	730p-8p		:30				NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	MTWTF--	5	\$225.00							
<b>Week: 10/24/16 - 10/30/16 MTWTF--</b>													
9	WNCN	10/30/16	10/30/16	NFL Today	12p-1p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	-----S	1	\$100.00							
<b>Week: 10/24/16 - 10/30/16 -----S</b>													
10	WNCN	10/30/16	10/30/16	NFL Early Game	1p-430p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	-----S	1	\$400.00							
<b>Week: 10/24/16 - 10/30/16 -----S</b>													
11	WNCN	10/24/16	10/24/16	Kevin Can/Man with a Plan	8p-9p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	M-----	1	\$500.00							
<b>Week: 10/24/16 - 10/30/16 M-----</b>													
12	WNCN	10/24/16	10/24/16	Scorpion	10p-11p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	M-----	1	\$600.00							
<b>Week: 10/24/16 - 10/30/16 M-----</b>													
13	WNCN	10/25/16	10/25/16	NCIS	8p-9p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	-T-----	1	\$650.00							
<b>Week: 10/24/16 - 10/30/16 -T-----</b>													
14	WNCN	10/26/16	10/26/16	Survivor	8p-9p		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	--W----	1	\$575.00							
<b>Week: 10/24/16 - 10/30/16 --W----</b>													
15	WNCN	10/25/16	10/25/16	Bull	9p-10p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	-T-----	1	\$500.00							
<b>Week: 10/24/16 - 10/30/16 -T-----</b>													
16	WNCN	10/28/16	10/28/16	Blue Bloods	10p-11p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>							
		Week: 10/24/16	10/30/16	----F--	1	\$500.00							
<b>Week: 10/24/16 - 10/30/16 ----F--</b>													

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**WNCN**  
 3221 South Evans Street  
 Greenville, NC 27834  
 (252) 355-8542

3221 S. Evans St.  
 Greenville, NC 27834  
 252-355-8500

Contract / Revision	Alt Order #
874537 / 4	25183163

Contract Dates	Product	Estimate #
10/24/16 - 10/30/16	MCCROY 2016 GOV	4507

Advertiser	Original Date / Revision
POL/Pat McCrory for Gov	06/07/16 / 10/20/16

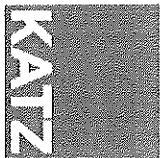
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
17	WNCN	10/29/16	10/29/16	48 Hours	10p-11p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S-	1				\$150.00				
18	WNCN	10/30/16	10/30/16	60 Minutes	7p-8p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/24/16	10/30/16	-----S	1				\$400.00				
19	WNCN	10/24/16	10/28/16	Y&R	1230p-130p		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/24/16	10/30/16	MTWTF--	5				\$150.00				
20	WNCN	10/24/16	10/28/16	Dr Phil	4p-5p		:30				NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/24/16	10/30/16	MTWTF--	5				\$65.00				
N 21	WNCN	10/24/16	10/30/16	Late Show	1135p-1235a		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>				
		Week: 10/24/16	10/30/16	MTWTF--	1				\$45.00				
<b>Totals</b>												48	\$8,735.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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KATZ TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

Contract # 25183163	Changes as of: 10/20/2016 at 7:51 AM	Version: Highlighting Revision 3
CPE: /14507	Flight: 10/24/16 - 10/30/16	Total \$: \$6,735.00
Agency: STRATEGIC MEDIA PLACEMENT	Advertiser: McCrory NC Gov	Total Spots: 48
7669 STAGERS LOOP DELAWARE, OH 43015	Product: MCCROY 2016 GOV	Total CPP: \$0.00
	Agency Order #:	Total GRP:
	Buyer: BRANT FINK	Traffic #: 874537
	Salesperson: JACOB ROTH 212-373-8175	Separation:
Comments: Rates revised to clear NCIT PLUS CFM T/R JACOB	Office: WASHINGTON Bern/Wash	
	Primary Demo: Adults 35+	
	Con Type: POLITICAL/VOTE	
	Assistant: JACOB ROTH 212-373-8175	

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/24 - 10/24		Total Spots	Total \$	CPP	GRP
							10/24	10/24				
1	Su 7a-8a		WEEKEND NEWS	\$15.00	0.0	30	1		1	\$15.00	\$0.00	0.0
Changes: Rate from 20 to 15												
REV. 2	Su 9a-10:30a		CBS SUN MORNING	\$200.00	0.0	30	1	0	0	\$0.00	\$0.00	0.0
Changes: Rate from 90 to 200												
4	M-F 12n-12:30p		NOON NEWS	\$75.00	0.0	30	5		5	\$375.00	\$0.00	0.0
Changes: Rate from 60 to 75												
6	M-F 6p-6:30p		6P NEWS	\$140.00	0.0	30	5		5	\$700.00	\$0.00	0.0
Changes: Rate from 130 to 140												
9	Su 12n-1p		NFL TODAY	\$100.00	0.0	30	1		1	\$100.00	\$0.00	0.0
Changes: Rate from 500 to 100												
12	M 10p-11p		Scorpion	\$600.00	0.0	30	1		1	\$600.00	\$0.00	0.0
Changes: Program from NCIS LA to Scorpion, Rate from 350 to 600												
14	W 8p-9p		SURVIVOR	\$575.00	0.0	30	1		1	\$575.00	\$0.00	0.0
Changes: Rate from 500 to 575												
REV+ 21	M-F 11:35p-12:35a		Late Show	\$45.00	0.0	30	0	1	1	\$45.00	\$0.00	0.0
TOTALS: 48									48	\$6,735.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25183163	<b>Changes as of:</b> 10/20/2016 at 7:51 AM	<b>Version:</b> Highlighting Revision 3
<b>CPE:</b> //4507	<b>Flight:</b> 10/24/16 - 10/30/16	<b>Total \$:</b> \$8,735.00
<b>Agency:</b> STRATEGIC MEDIA PLACEMENT	<b>Advertiser:</b> McCrory NC Gov	<b>Total Spots:</b> 48
<b>7669 STAGERS LOOP DELAWARE, OH 43015</b>	<b>Product:</b> MCCROY 2016 GOV	<b>Total CPM:</b> \$0.00
<b>Agency Order #:</b>	<b>Buyer:</b> BRANT FINK	<b>Total GRP:</b>
<b>Salesperson:</b> JACOB ROTH	<b>Primary Demo:</b> Adults 35+	<b>Traffic #:</b> 874537
<b>212-373-8175</b>	<b>Con Type:</b> POLITICAL/VOTE	<b>Separation:</b>
	<b>Assistant:</b> JACOB ROTH	
	<b>212-373-8175</b>	

Special Instructions		Order Level Comments	
Date/Time	Added by	Comment	
10/20/16 7:51 AM	JACOB ROTH	Rates revised to clear NCIT PLS CFM TR JACOB	
		correcting rate errors	
		Line 4 12p news change to \$75 stays 5x Line 6 6p news change to \$140 and change to 4x Line 1 sat 7a-8a change to \$15	
		add 1x 5a news \$15 1x 450a news \$10	
10/19/16 3:34 PM	Jennifer Layman	affected money \$975	
10/19/16 3:30 PM	Jennifer Layman	Line 12 1x Mon 10p NCIS LA \$350--rate now needs to be \$600. Can make good 1x 10/28 Fri 6p MacGyver \$350	
		Line 14 Survivor \$500 is wrong rate. Needs to be \$675. All other \$500 programs have been purchased this week. Can make money good as:	
		1x Sun 10p Elementary \$375 1x Sat 8p Crimetime \$90 1x 530a news \$20 1x 5a news \$15	
10/19/16 2:28 PM	Jennifer Layman	Line 4 5x 12p News \$60 Line 6 5x 6p News \$130 Line 1 1x Sun 7-8a \$20 Line 12 1x Mon 10-11p NCIS LA \$350 (Program Change)	
		--RATE-- 4x 6p News \$140 4x 12p News \$75 1x Sun 6-7a \$15 1x Sun 7-8a \$15 1x Sat 6-7a \$15 1x Sat 7-8a \$15 1x Thu 10-11p Pure Genius \$400	
10/05/16 1:51 PM	Jennifer Layman	4p NFL not airing 10/30	
08/26/16 11:30 AM	Jennifer Layman	Line 11 1x 10/30 Sun 4p NFL \$500--mg 1x 10/24 1x Mon 8-9p Kevin can wait/Van with a Plan \$500	
08/26/16 10:35 AM	Jennifer Layman	Line 15 1x Thu 8p Big BangLife \$500--mg 1x 10/25 Tue 9p Bull \$500	
07/18/16 2:52 PM	Jennifer Layman	Line 3--face the nation runs 1030a-1130a	



125 West 55th St  
New York, NY 10019

Contract # 25183163 Changes as of: 10/20/2016 at 7:51 AM Version: Highlighting Revision 3

CPE: //4507 Flight: 10/24/16 - 10/30/16 Station: WNCT Total \$: \$8,735.00  
Agency: STRATEGIC MEDIA Advertiser: McCrory NC Gov Market: Greenville/New Bern/Wash Total Spots: 48

7689 STAGERS LOOP Product: MCCROY 2016 GOV Office: WASHINGTON Total CPM: \$0.00  
DELAWARE, OH 43015 Agency Order #: Buyer: BRANT FINK Con Type: POLITICAL/VOTE Traffic #: 874537  
Salesperson: JACOB ROTH Assistant: JACOB ROTH Separation:

212-373-8175

### Competitive Information

Market Budget:	\$27,297
WNCT Share:	32%
Comment:	
WCTI:	34%
WFXI:	6%
WTTN:	28%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	48	\$8,735.00	0.0
Total	100%	48	\$8,735.00	N/A

Monthly Summary		
Month	Spots	Dollars
2016-Oct	48	\$8,735.00
Total	48	\$8,735.00

### Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/20/16 7:51 AM	JACOB ROTH	Revised			\$0	\$8,735.00	Changes: Comments from revised order
Makegood 7	10/19/16 3:34 PM	Jennifer Layman	Sent To Rep			\$0	\$8,735.00	In 11 and 15, changed prgm names, tp, and day 1x airs, nciol to Rates revised to clear NCIT
Makegood 6	10/19/16 3:30 PM	Jennifer Layman	Sent To Rep			\$0	\$8,735.00	PLS CFM
Makegood 5	10/19/16 2:28 PM	Jennifer Layman	Sent To Rep			\$0	\$8,735.00	TTR JACOB. Default: Spot Length to 30. 8 buylines added or modified.
Makegood 4	10/5/16 1:51 PM	Jennifer Layman	Sent To Rep			\$0	\$8,735.00	Changes: Total GIMPs to 0.
Revision	8/29/16 9:39 AM	CAROLYN ALLAIRE	Confirmed			\$0	\$8,735.00	Changes: Comments from to revised order
Makegood 3	8/26/16 11:30 AM	Jennifer Layman	Confirmed			\$0	\$8,735.00	In 11 and 15, changed prgm names, tp, and day 1x airs, nciol, 2 buylines added or modified.
Makegood 2	8/26/16 10:35 AM	Jennifer Layman	Confirmed			\$0	\$8,735.00	
Revision	7/18/16 3:06 PM	JACOB ROTH	Confirmed			\$0	\$8,735.00	Changes: 1 buyline added or modified.
Makegood 1	7/18/16 2:52 PM	Jennifer Layman	Confirmed			\$0	\$8,735.00	Changes: Total GRPs from 0.00 to 0.
Queued for Electronic Contracting	5/31/16 8:12 AM					\$0	\$0	
New	5/27/16 11:46 AM	CAROLYN ALLAIRE	Confirmed	48		\$8,735.00	\$8,735.00	

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.